



VIBRATION EXPERTS carry on a constant search for ways to reduce fatigue, to add to your comfort on long rides.

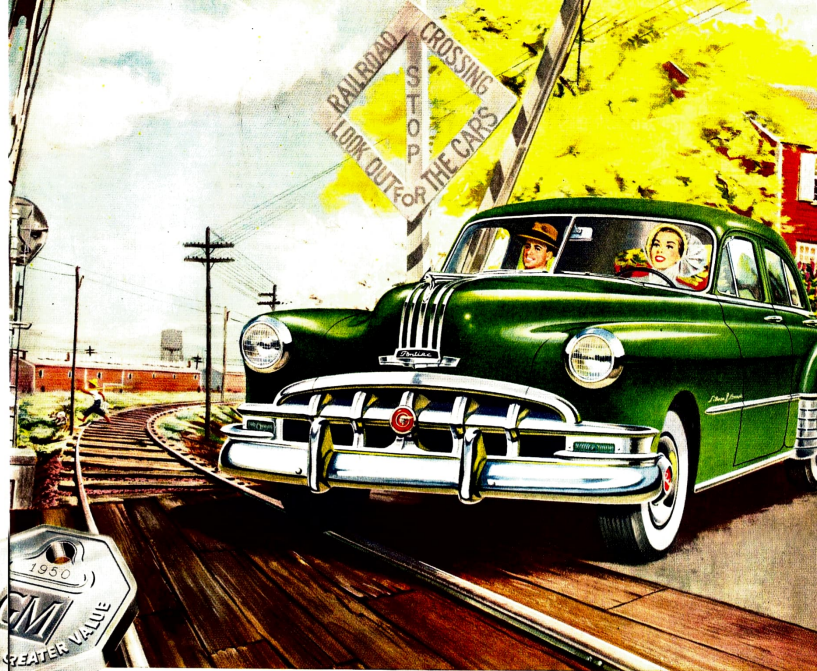
Key to a smoother ride

Every time you drive your GM car over a rough railroad crossing you get a sample of the great thought General Motors gives to your riding comfort.

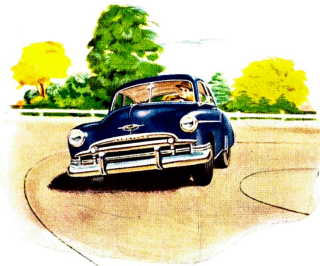
The front wheels of every GM car are mounted on gentle coil springs—the kind of Knee-Action springing GM pioneered years ago, and has kept up to date through constant improvements ever since.

Knee-Action, of course, is only one source of the smooth ride you find in General Motors cars. In endless research and through constant testing on the GM Proving Ground, specialists in riding comfort spend their days fighting vibration, harshness, pitch, toss, sway—all the factors that spell the difference between an ordinary ride and a truly smooth one.

You'll see the result of their efforts, as well as those of production experts, by trying out a General Motors car for yourself. Any dealer in GM cars will be glad to give you a demonstration to prove that he has the key to this important phase of greater car value.



CARS ARE RIDDEN OVER the roughest roads at the GM Proving Ground to see how well their springs and riding assemblies soak up jabs and jolts.



THE MEN WHO MAKE THE CARS study automotive action on every kind of turn on this "skid pad," endlessly seeking to give you maximum safety on curves.

THE KEY TO A GENERAL MOTORS

Your key to Greater Value



"MORE AND BETTER THINGS FOR MORE PEOPLE"

GENERAL MOTORS

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • BODY BY FISHER • GMC TRUCK & COACH

How HENRY J. TAYLOR on the air every Monday evening over the ABC Network, read to most.